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Date: March 28, 2007

Pages: - 11 -  
(Including Cover)

To:	Examiner ALVAREZ, Raquel
Re:	Appln Serial No. 09/472,666
Dept./Co.:	U.S. Patent Office,
Fax:	571-273-8300
Phone:	
From:	Jeffrey A. Proehl, Reg. No. 35,987
Ref:	Atty Docket No. P1485US00
Fax:	605-232-2612
Phone:	605-232-1967

MESSAGE:

Transmitted herewith, please find:

- 1.) Response to "Non-Responsive Amendment"
- 2.) Copy of "Notice of Non-Compliant Amendment"
- 3.) "Remarks" section of the Amendment

**CERTIFICATION UNDER 37 CFR §1.8:** The undersigned hereby certifies that this correspondence is being transmitted, via facsimile, to the Commissioner of Patents, Washington, D.C., on the date indicated above, and to the proper USPTO facsimile telephone number, shown above.

Name: Lori Boulware

Signature: *Lori Boulware*

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## UNITED STATES PATENT AND TRADEMARK OFFICE

P1485US01

UNITED STATES DEPARTMENT OF COMMERCE  
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Alexandria, Virginia 22313-1450  
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/472,666	12/27/1999	KEITH C. THOMAS	98-1176	9062
24333	7590	01/29/2007	EXAMINER	
GATEWAY, INC. ATTN: Patent Attorney 610 GATEWAY DRIVE MAIL DROP Y-04 N. SIOUX CITY, SD 57049			ART UNIT	PAPER NUMBER

DATE MAILED: 01/29/2007

**DOCKETED**

Please find below and/or attached an Office communication concerning this application or proceeding.

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Client's Docket No. P1485US00  
Attorney's Docket No. 25-0095/30029

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No. 09/472,666 )  
First Named Applicant: KEITH C. THOMAS )  
Filed: December 27, 1999 )  
For: METHOD AND MEDIA FOR VIRTUAL )  
PRODUCT PLACEMENT )

TC/A.U.: 3622 )  
Examiner: Raquel Alvarez )  
Attorney: Jeffrey A. Proehl )

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450


**RESPONSE TO NON-RESPONSIVE AMENDMENT**

Responsive to the "Notice of Non-Compliant Amendment" mailed  
January 29, 2007, applicant submits the following papers:

- 1) a copy of the "Notice of Non-Compliant Amendment" indicating  
that the arguments section of the Amendment were deemed to be inadequate;
- 2) the "Remarks" section of the Amendment with discussion of the  
claims with respect to the art relied upon in the Office Action.

Respectfully submitted,

GATEWAY, INC.

By   
Jeffrey A. Proehl (Reg. No. 35,987)  
Customer No. 24,333  
Gateway, Inc.  
610 Gateway Dr., Y-04  
N. Sioux City, SD 57049  
Telephone (605) 232-1967  
Fax (605) 232-2612

Date: MARCH 28, 2007

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Application/Control Number: 09/472,666  
Art Unit: 3622

1. The reply filed on 11/6/2006 is not fully responsive to the prior Office Action because of the following omission(s) or matter(s): The reply must present arguments pointing out the specific distinctions believed to render the claims, including any newly presented claims, patentable over any applied references. A general allegation that the claims define a patentable invention without specifically pointing out how the language of the claims patentably distinguishes them from the references does not comply with the requirements of this section. See 37 CFR 1.111. Since the above-mentioned reply appears to be *bona fide*, applicant is given **ONE (1) MONTH or THIRTY (30) DAYS** from the mailing date of this notice, whichever is longer, within which to supply the omission or correction in order to avoid abandonment. **EXTENSIONS OF THIS TIME PERIOD MAY BE GRANTED UNDER 37 CFR 1.136(a).**

**Point of contact**

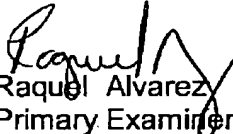
2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

  
Raquel Alvarez  
Primary Examiner  
Art Unit 3622

R.A.  
1/11/2007